

ORDER



Orders
Order / Rev: 216694
Alt Order #: 06865730
Product Desc: 10/24-10/30 American Crossroads
Estimate: 1257
Flight Dates: 10/24/12 - 10/30/12
Original Date / Rev: 10/23/12 / 10/23/12
Order Type: REG

WVBT
Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Crossroads Media LLC
Buying Contact:
Billing Contact:
 66 Canal Center Plaza
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/American Crossroads
Demographic: A35+
Product Codes: PL2
Priority: P1
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN16688/TO1709
Agency External ID: IN7573/AU3290/TO1672/AL2022/SP791

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	10	\$7,150.00	\$6,077.50
10/29/12	10/30/12	6	\$4,450.00	\$3,782.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	10	\$7,150.00	\$6,077.50	0.00
November 2012	6	\$4,450.00	\$3,782.50	0.00
Totals	16	\$11,600.00	\$9,860.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	3%	\$11,600.00
Market	100%	\$386,666.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	31%	\$119,866.67
WGNT	1%	\$3,866.67
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	18%	\$69,600.00
WTVZ	0%	\$0.00
WVEC	47%	\$181,733.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	10/24/12	10/24/12	M-F 8-9a	CM	M-F 8-9a	--W----	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
Daily Buzz DAILY BUZZ 3 REVISE RATE TO CLEAR REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----			1			\$75.00		0.00			

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E 1	WVBT	10/24/12	10/24/12	M-F 8-9a Daily Buzz DAILY BUZZ 3 REVISE RATE TO CLEAR REVISE RATE TO CLEAR	CM	M-F 8-9a	--W----	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$75.00		0.00						
E 2	WVBT	10/25/12	10/25/12	M-F 8-9a Daily Buzz DAILY BUZZ 3 REVISE RATE TO CLEAR REVISE RATE TO CLEAR	CM	M-F 8-9a	---T---	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$75.00		0.00						
E 3	WVBT	10/26/12	10/26/12	M-F 8-9a Daily Buzz DAILY BUZZ 3 REVISE RATE TO CLEAR REVISE RATE TO CLEAR	CM	M-F 8-9a	----F--	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$75.00		0.00						
E 4	WVBT	10/29/12	10/29/12	M-F 8-9a Daily Buzz DAILY BUZZ 3 REVISE RATE TO CLEAR REVISE RATE TO CLEAR	CM	M-F 8-9a	M-----	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$75.00		0.00						
E 5	WVBT	10/30/12	10/30/12	M-F 8-9a Daily Buzz DAILY BUZZ 3 REVISE RATE TO CLEAR REVISE RATE TO CLEAR	CM	M-F 8-9a	-T-----	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$75.00		0.00						
E 6	WVBT	10/24/12	10/24/12	M-F 10-11a Millionaire MILLIONAIRE/MILLIONAIRE B REVISE RATE TO CLEAR REVISE RATE TO CLEAR	CM	10-11a	--W----	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$150.00		0.00						
E 7	WVBT	10/25/12	10/25/12	M-F 10-11a Millionaire MILLIONAIRE/MILLIONAIRE B REVISE RATE TO CLEAR REVISE RATE TO CLEAR	CM	10-11a	---T---	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$150.00		0.00						
E 8	WVBT	10/26/12	10/26/12	M-F 10-11a Millionaire MILLIONAIRE/MILLIONAIRE B REVISE RATE TO CLEAR REVISE RATE TO CLEAR	CM	10-11a	----F--	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$150.00		0.00						
E 9	WVBT	10/29/12	10/29/12	M-F 10-11a Millionaire MILLIONAIRE/MILLIONAIRE B REVISE RATE TO CLEAR REVISE RATE TO CLEAR	CM	10-11a	M-----	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$150.00		0.00						
E 10	WVBT	10/30/12	10/30/12	M-F 10-11a Millionaire MILLIONAIRE/MILLIONAIRE B REVISE RATE TO CLEAR REVISE RATE TO CLEAR	CM	10-11a	-T-----	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$150.00		0.00						
E 11	WVBT	10/24/12	10/24/12	Late News (After Sports) Late News (after Sports) LATE NEWS REVISE RATE TO CLEAR;REVISE TP/PRGM	CM	Late News (after S	--W----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00

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REVISE RATE TO CLEAR;REVISE TP/PRGM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$2,000.00		0.00						
E 12	WVBT	10/25/12	10/25/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S	---T---	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS REVISE RATE TO CLEAR;REVISE TP/PRGM															
REVISE RATE TO CLEAR;REVISE TP/PRGM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$2,000.00		0.00						
E 13	WVBT	10/26/12	10/26/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	----F--	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS REVISE RATE TO CLEAR;REVISE TP/PRGM															
REVISE RATE TO CLEAR;REVISE TP/PRGM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$2,000.00		0.00						
E 14	WVBT	10/29/12	10/29/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after SM	-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS REVISE RATE TO CLEAR;REVISE TP/PRGM															
REVISE RATE TO CLEAR;REVISE TP/PRGM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$2,000.00		0.00						
E 15	WVBT	10/30/12	10/30/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	-T-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS REVISE RATE TO CLEAR;REVISE TP/PRGM															
REVISE RATE TO CLEAR;REVISE TP/PRGM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$2,000.00		0.00						
E 16	WVBT	10/27/12	10/27/12	Sat 11p-12a Sat 11p-12a	CM	11p-12a	-----S-	:30	1	\$475.00	P1	0.00	NM	1	\$475.00
ADD TO SKED PRIME ENCORES															
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$475.00		0.00						
													Totals	16	\$11,600.00